

SMOKER'S PROFILE BY
TYPE SMOKED, MANUFACTURER & TAR LEVEL

ONTARIO

MONITOR - 1st QUARTER '84

	TOTAL SMOKERS (728) %	SEX		AGE	
		MEN (371) %	WOMEN (357) %	15-34 (353) %	35+ (374) %
WTD BASE					
<u>Type:</u>					
Total Filter	97.1	96.2	98.0	100.0	94.7
Regular non-menthol	37.4	51.5	22.7	<u>50.4</u>	25.1
King size non-menthol	48.5	36.7	60.8	41.9	<u>54.8</u>
100's / 120's	2.1	1.6	2.5	1.4	2.7
Total menthol	9.2	6.5	12.0	6.5	11.8
Total plain	2.9	3.8	2.0	-	5.6
<u>Manufacturer:</u>					
- Benson & Hedges	7.3	5.7	9.0	5.7	9.1
- Imperial	53.2	53.1	53.5	68.0	39.6
- Rothmans	22.9	22.4	23.8	8.8	36.6
- Macdonald	16.5	18.9	14.0	18.1	15.0
- Others	-	-	-	-	-
<u>Tar Level:</u>					
- 0 - 5 mg	9.3	5.9	13.2	9.1	9.9
- 6 - 9 mg	8.1	9.7	6.7	9.1	7.2
- 10 - 15 mg	44.9	42.6	47.6	52.1	38.2
- 16 mg +	37.5	42.1	32.8	29.8	44.9

2045588424